



Business Marketing Program

Working Today for Our Community's Tomorrow

For more information and how you can engage in the marketing program, please contact PALCUS at palcus@palcus.org.

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Why PALCUS?

PALCUS has built an international network of Portuguese and Portuguese Americans to share pertinent information in our community. The PALCUS Business Marketing Program is an opportunity for Portuguese businesses and organizations to have a direct reach to this international network. This multi-faceted, comprehensive program includes multiple, affordable ways to reach this international network.



The PALCUS Digital Footprint



FACEBOOK

4,000

Page followers

3,000+

Network Group Members



5k

400



1.1k

100



650

60

Avg. Reach

Avg. Engagement



PALCUS 2020:

Users viewed nearly **33k minutes** of video. **4k users** engaged with our video posts



INSTAGRAM

1.2k

Page followers

11k

Avg. weekly impressions



TWITTER

1.3k

Followers



PODCAST

1k

Listens across various podcast applications



YOUTUBE

206

Subscribers

130

Posted videos

25k

Approx total views



LINKEDIN

1k

Group members

Webinar & Podcast Sponsorships

Dedicated Webinar



A dedicated webinar about your business or organization, aired live on Facebook, recorded and then published to the PALCUS YouTube channel.

Link to newsletter shared on PALCUS social media properties, with a tag back to your business.

— *\$100 Per Webinar*

Webinar Sponsor



Sponsor a “regularly scheduled” webinar, aired live on Facebook, recorded and then published to the PALCUS YouTube channel.

Link to recorded webinar shared on PALCUS social media properties, with a tag back to your business.

— *\$50 Per Webinar*

PALITICUS Podcast



Sponsor an episode of PALITICUS, the official podcast of PALCUS which seeks to drive discussion amongst the Portuguese community in the US around public service and the issues affecting our community.

Podcasts are published on SoundCloud, iTunes and Spotify, and also posted to YouTube, and all PALCUS social media channels.

— *\$25 Per Podcast*



WEBINAR

5k

*Views**

33k

Views per month

**Views as of May 2020, with
Webinars streamed on Facebook Live*

Newsletter Options

Dedicated Promotional Newsletter

A dedicated electronic newsletter advertising your business published to the PALCUS distribution list. Link to newsletter shared on PALCUS social media properties, with a tag back to your business:



- Facebook PALCUS Network
- Facebook PALCUS Page
- Instagram
- Twitter
- LinkedIn Page
- LinkedIn Group

— \$150 per newsletter



NEWSLETTER



7,800+

Individuals subscribed

Newsletter Banner Ad

Ad banners included in the PALCUS weekly and monthly newsletters.
Link to newsletter shared on PALCUS social media properties, with a tag back to your business:



**Working Today for
Our Community's Tomorrow**



Silveira
DESIGNS

Silveira Designs is a Portuguese owned business, providing Graphic Design services to the Portuguese-American Community since 2013.
www.SilveiraDesigns.com

June 2020
LUSUS Newsletter
The Online Newsletter of PALCUS

In this issue.....

PALCUS News

- FYI Webinar: How to Organize a Voter Registration Event
- FYI Webinar: How to Organize a Candidates' Night Debate
- PALCUS National Scholarship Applications STILL OPEN!
- #SupportPortugueseBusiness Campaign
- #PortugueseHeroes Campaign
- #SupportOurElders Campaign



- Facebook PALCUS Network & Page
- Instagram
- Twitter
- LinkedIn Page & Group

(Limit of 2 banners per newsletter)

— **\$25 Per Banner Per Newsletter**
\$45 - 2 Banners
\$65 - 3 Banners
\$75 - 4 Banners



OPEN RATE

18% Monthly Newsletter
17% Weekly News Round Up
19% Special Editions



CLICK RATE

6.4% Monthly Newsletter
22% Weekly News Round Up
4.3% Special Editions